



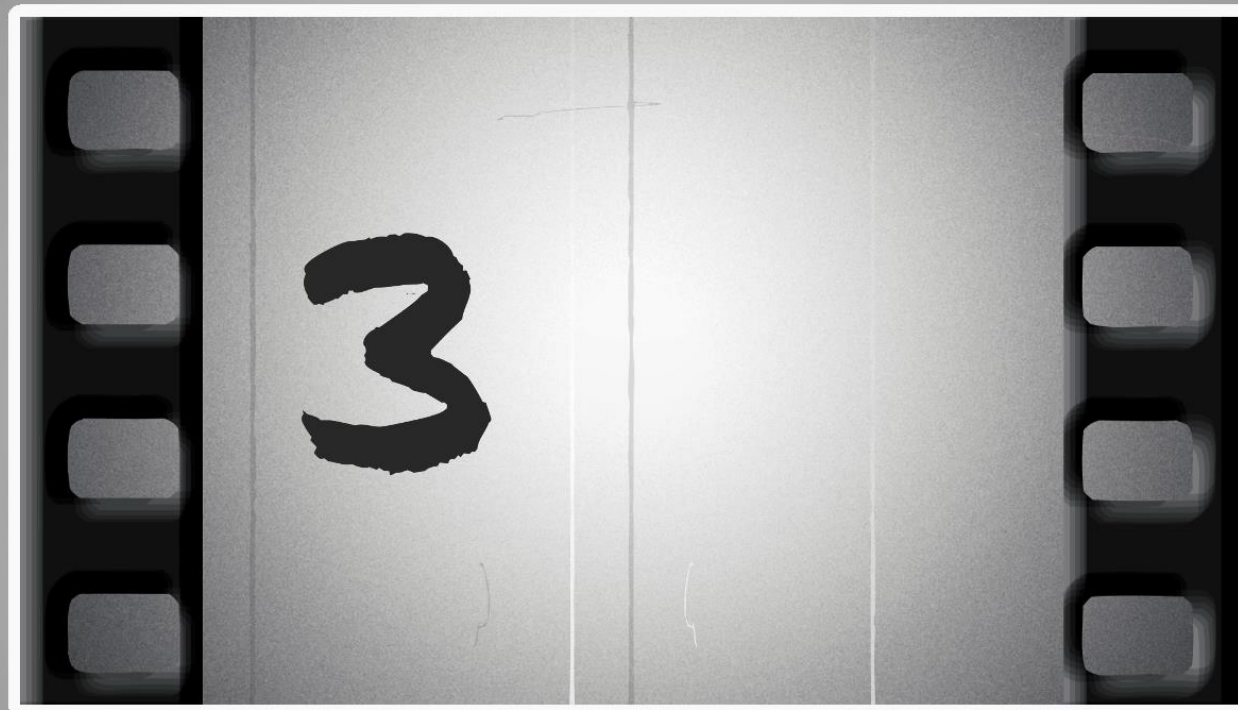
ROCKLIN  
CALIFORNIA

# State of the City Address

March 6, 2015

A photograph of the Rocklin City Building, a multi-story structure with a prominent clock tower and a gabled roof, set against a blue sky with light clouds.

# Rocklin Parks and Recreation





# Highlights

- 13<sup>th</sup> in Nation – Top Cities for Young Families
- Rocklin Unified School District #1 in Nor Cal
- Crime Rate decreased in 2014
- 11<sup>th</sup> best place in California for homeownership
- City's Water Savings efforts covered by Wall Street Journal (December)
- City Earns AAA Bond Rating (Fitch)
- 8<sup>th</sup> best city in California for job seekers
- Rocklin Police Department reaccredited by CALEA
- Rocklin Fire Department – Class 2 ISO Rating – Top 7% statewide



## City of Rocklin 2015 - 2020 Population and Housing Projections

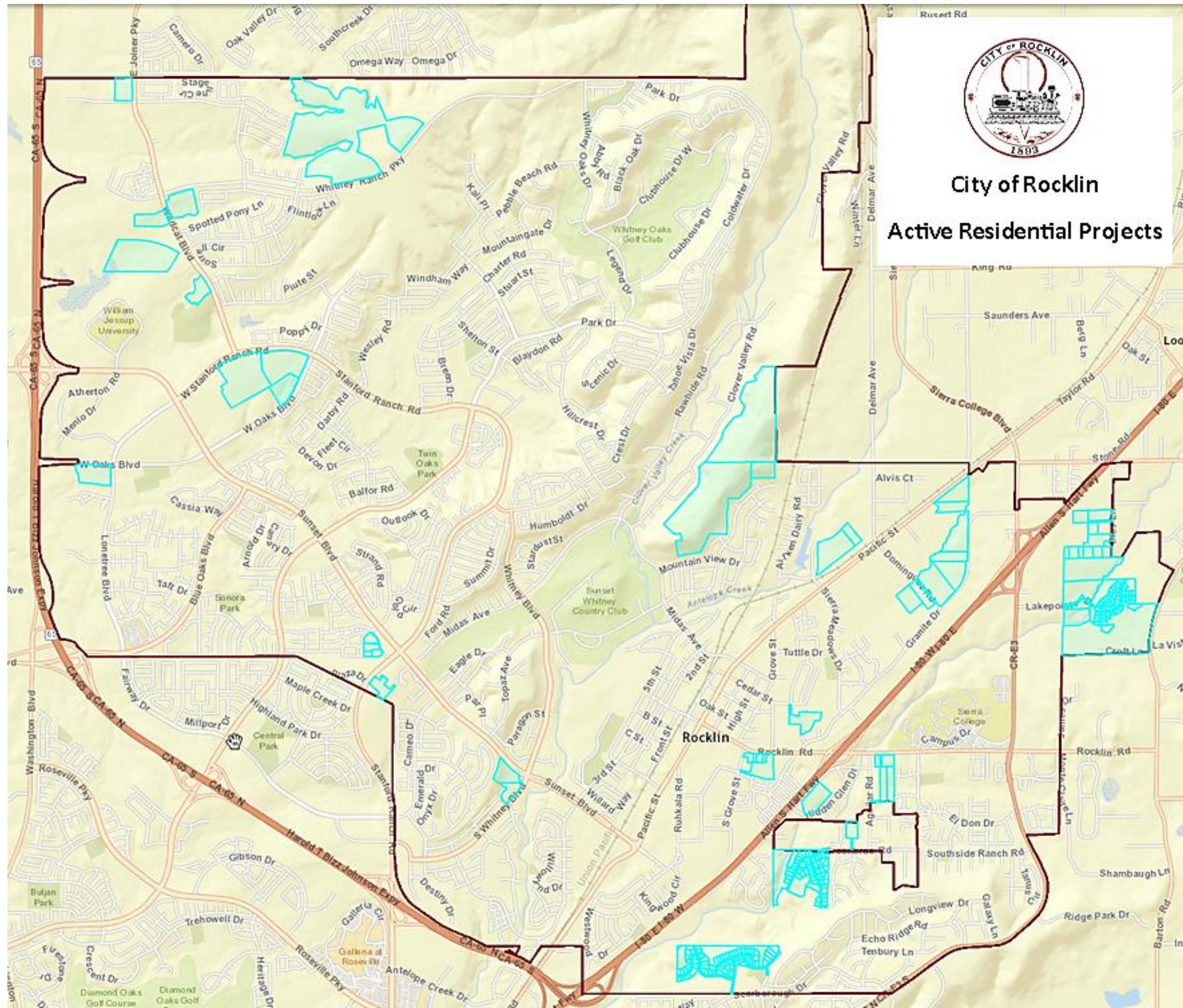
Year	Population	Housing Units
2000	36,330	13,793
2010	56,774	21,836
2014	59,672 <sup>1</sup>	22,950
2015	60,046	23,094
2016	61,171	23,527
2017	62,296	23,960
2018	63,421	24,393
2019	64,546	24,826
2020	65,671	25,259
Total Increase 2015 - 2020	5,625 persons	2,165 units





City of Rocklin

## Active Residential Projects







City of Rocklin Unemployment Data	
Year	Unemployment Rate
2000	2.4
2005	3.1
2007	3.4
2008	4.6
2009	7.5
2010	8.3
2011	7.7
2012	6.7
2013	5.4
2014	4.4
December 2014	3.7



## City of Rocklin 2013 - 2015 Business Growth

Year	Business Start-Ups	Business Failures
2011/12	562	167
2012/13	549	109
2013/14	742	80
2014/15	536*	0*
Total Increase 2012-2015	2,389	356
Total Businesses City-Wide	3,485	n/a

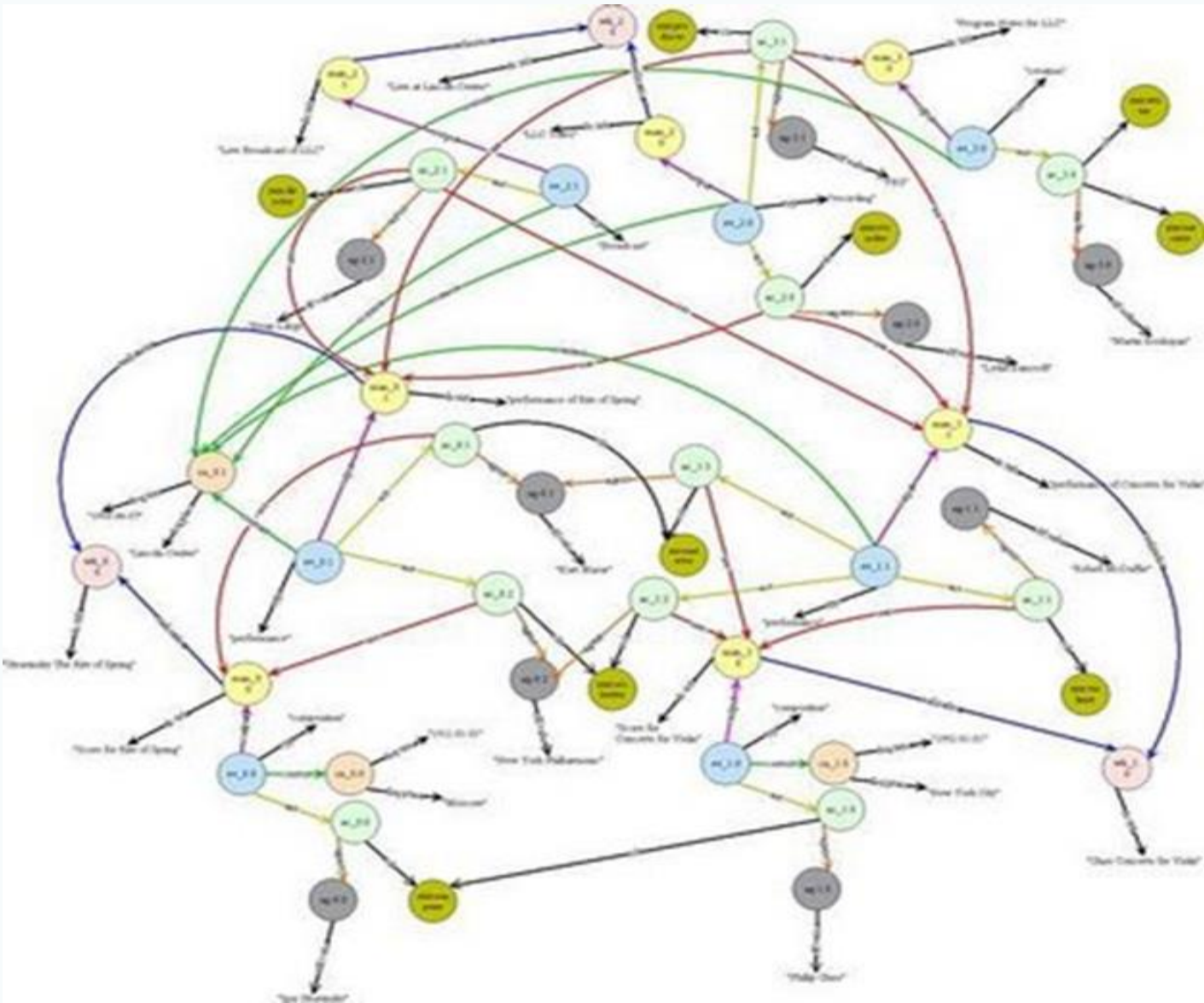
Department of Finance, City of Rocklin

\*2015 Year to Date (6 months)



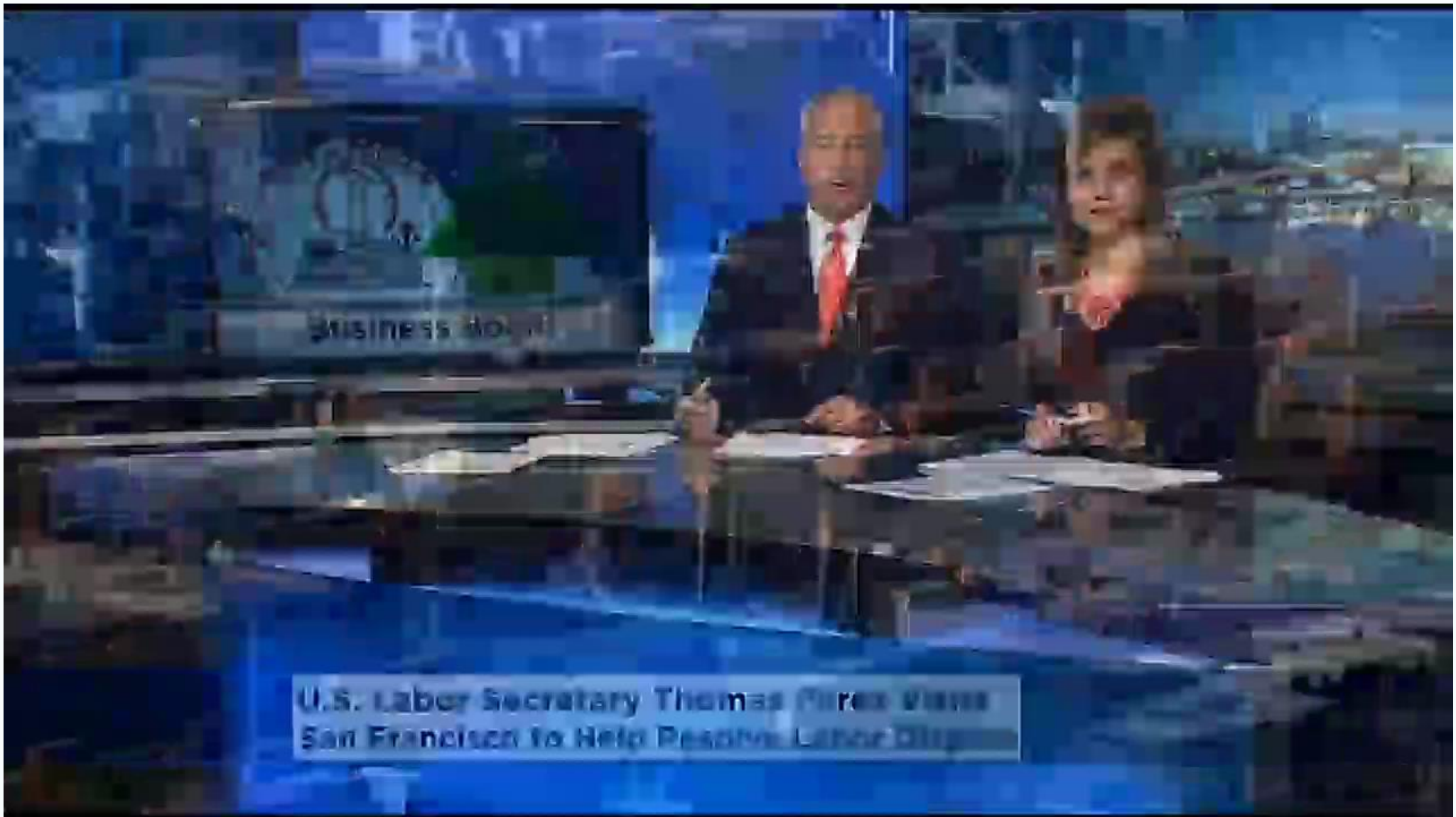
# Development Approval Process

It's a relatively simple process!





# Rocklin On The Grow





# Other New Businesses



ROCKLIN ACADEMY  
GATEWAY  
A CORE KNOWLEDGE SCHOOL

**Bare  
BONES**  
workwear



Hacker Lab



**Liberty Mutual.**  
INSURANCE



Allegiant Giving

**FLOOR & DECOR.**





# Rocklin Crossings & Rocklin Commons





# New Announcements



Audi







# Craft Breweries & Wine



*Cante*  
AO  
VINHO



**BONE SHAKER**  
COMMUNITY BREWERY







# Expanding Businesses

- Verifone
- Tesla – solar & supercharger
- Sleep Train Headquarters
- 5<sup>th</sup> Planet Games
- E-surance
- William Jessup University
- Sierra College





# Rocklin, A City Like No Other





A photograph of a woman and a young child lying on their stomachs in a field of yellow wildflowers. The woman is on the left, smiling broadly with her eyes closed. The child is on the right, laughing with their mouth open and eyes squeezed shut. The image has a dark, semi-transparent overlay on the left side where the text is located.

# The new Rocklin is about to be unveiled.

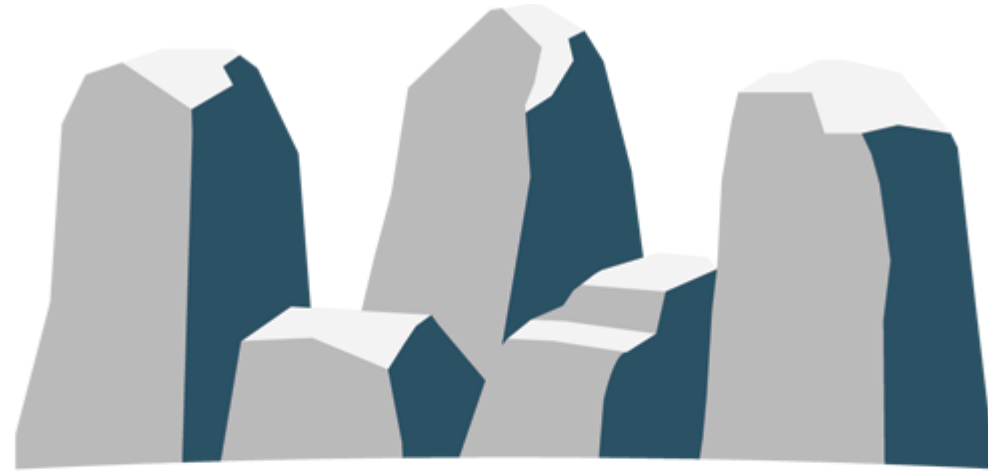
Love where you live,  
work, and play.

Learn more at:

**WeAreRocklin.com**







ROCKLIN

CALIFORNIA

65

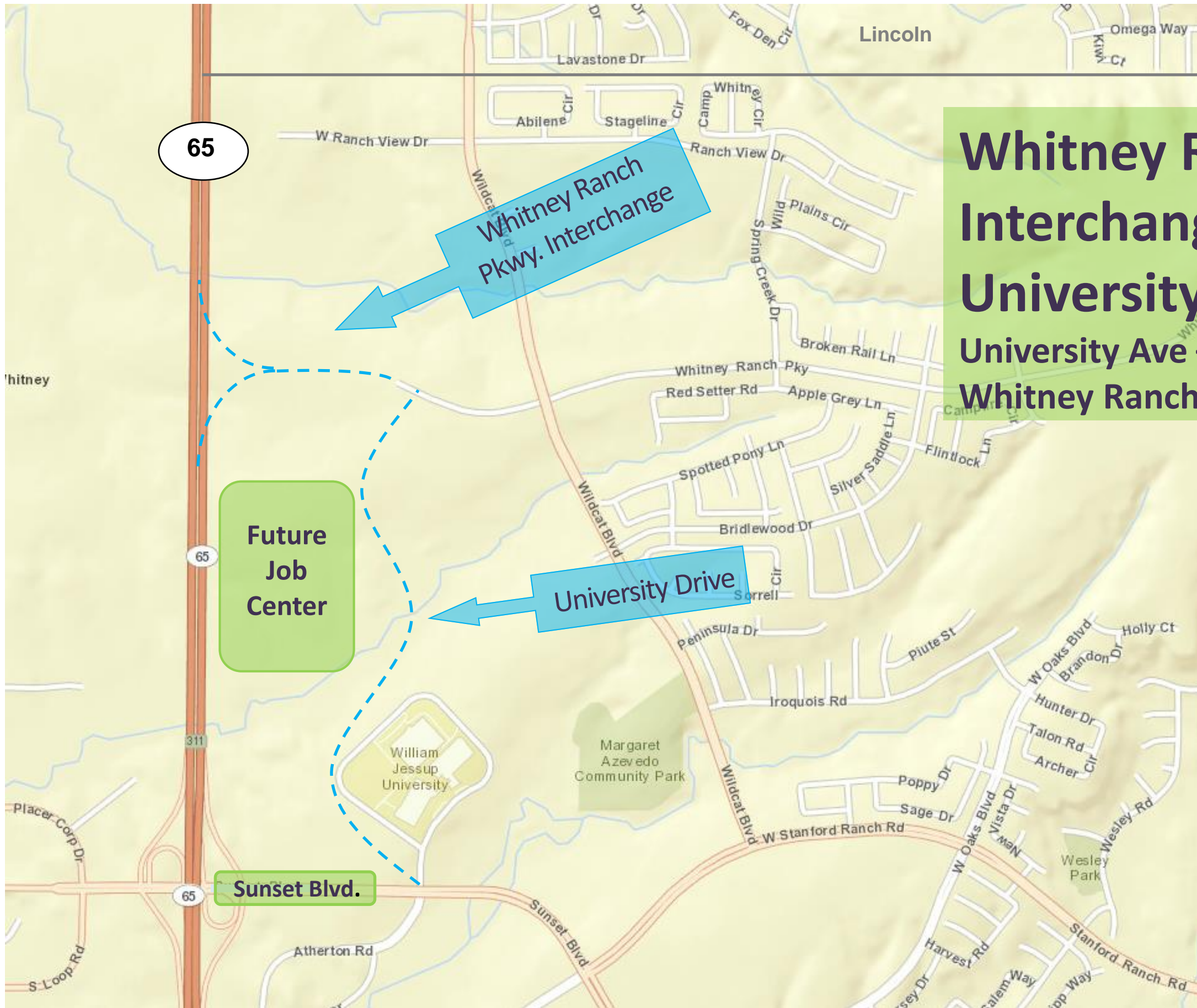
Whitney Ranch  
Pkwy. Interchange

Future  
Job  
Center

University Drive

Sunset Blvd.

**Whitney Ranch  
Interchange &  
University Drive**  
University Ave – March 2015  
Whitney Ranch – Spring 2016









# Coming Soon... Bass Pro Shops!





# Bass Pro Shops

Spring 2014



Today



Fall 2015



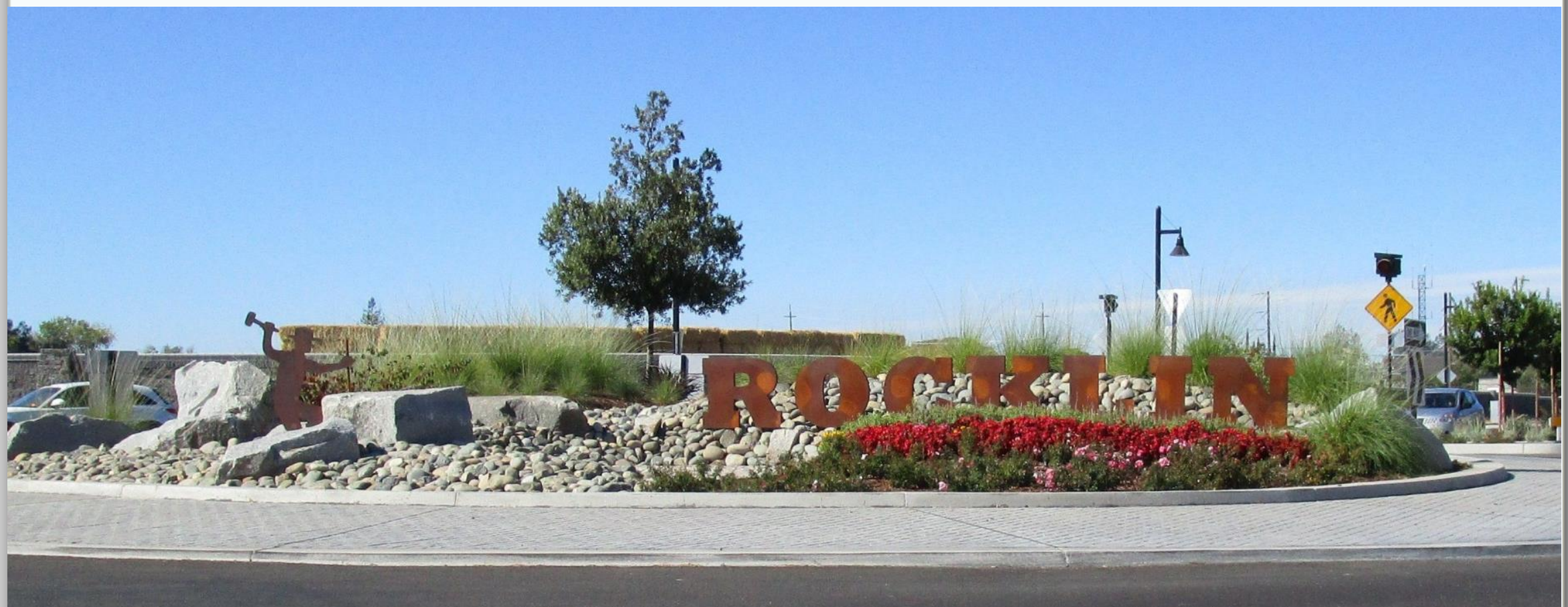


# Quarry District



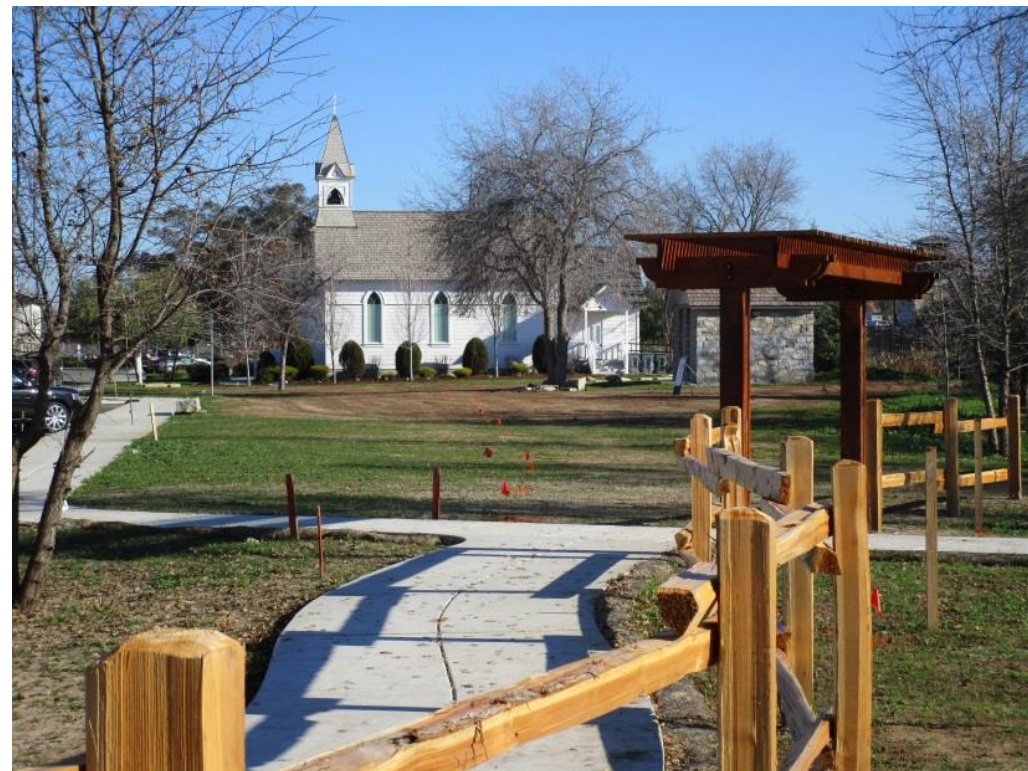


# Roundabouts



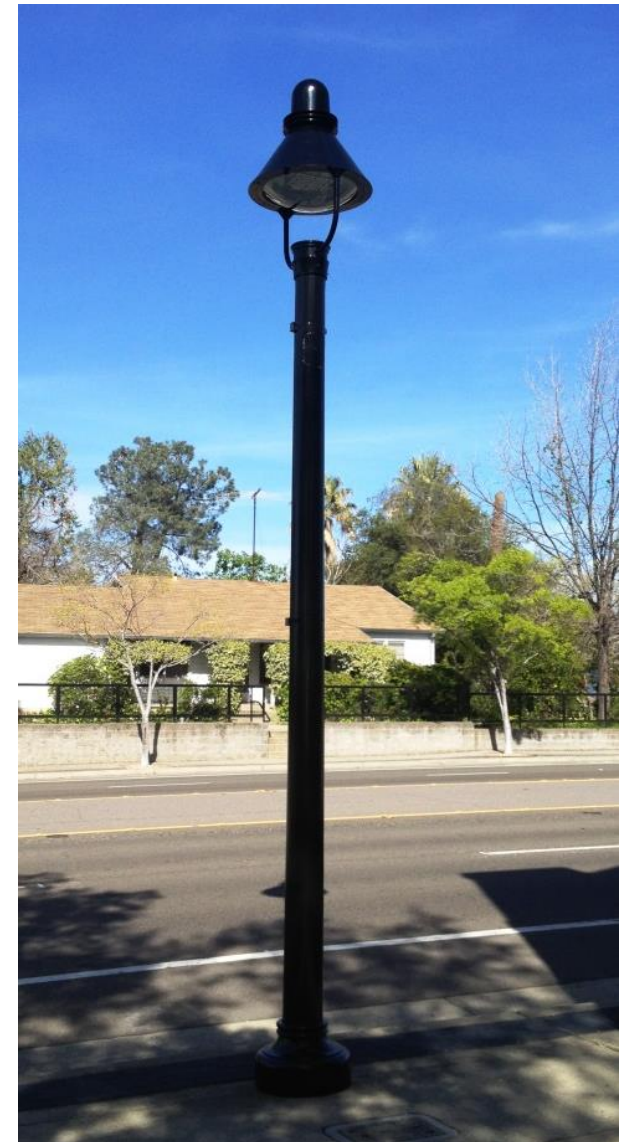
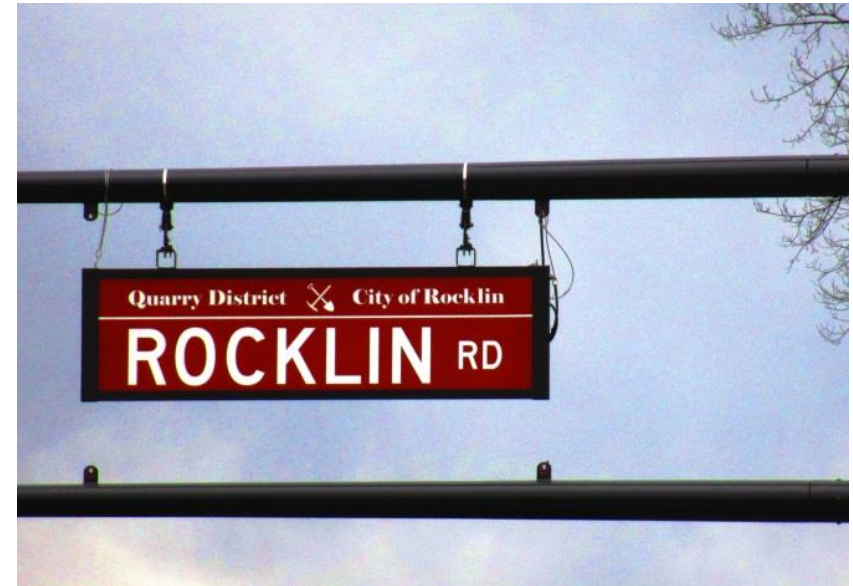


# Quarry District





# Quarry District







# Quarry Park



- Amphitheater
- Active recreation uses
- Community events
- Trails, picnic areas
- Food & retail
- Look and feel that blends past & present





# Quarry Park Concepts



Trails



Historic Elements



Picnic Areas



Amphitheater

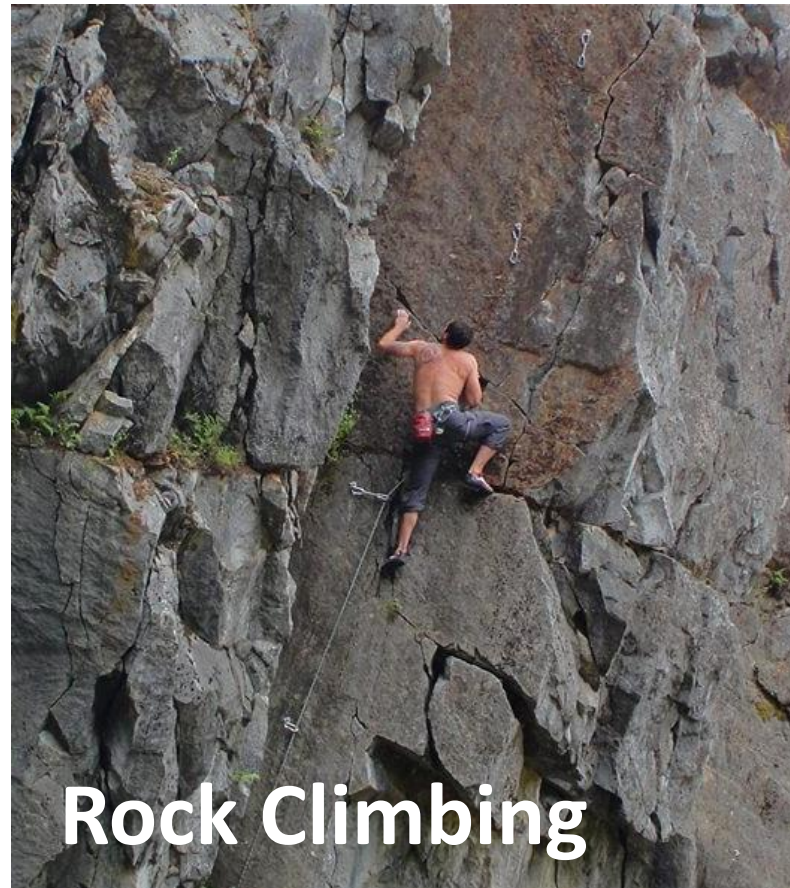


Community Events





# Quarry Park Concepts



**Rock Climbing**



**Fire Pit/Conversation Area**

## **Unique Elements**



**Zipline**



# B Street Corridor



- Turf Cell Pavers
- Concrete Sidewalk
- Concrete Pavers

- Pedestrian Benches
- Lighted Bollards
- Decorative Sidewalks



# Higher Education









# Hacker Lab ... will run Rocklin co-working, maker space for Sierra College





# Economic Impediments Study







# Enhancing Quality of Life Initiatives



## ROCKLIN PUBLIC ART MASTER PLAN

Cover Photo by:  
Jim Thompson  
placerrphotos.com

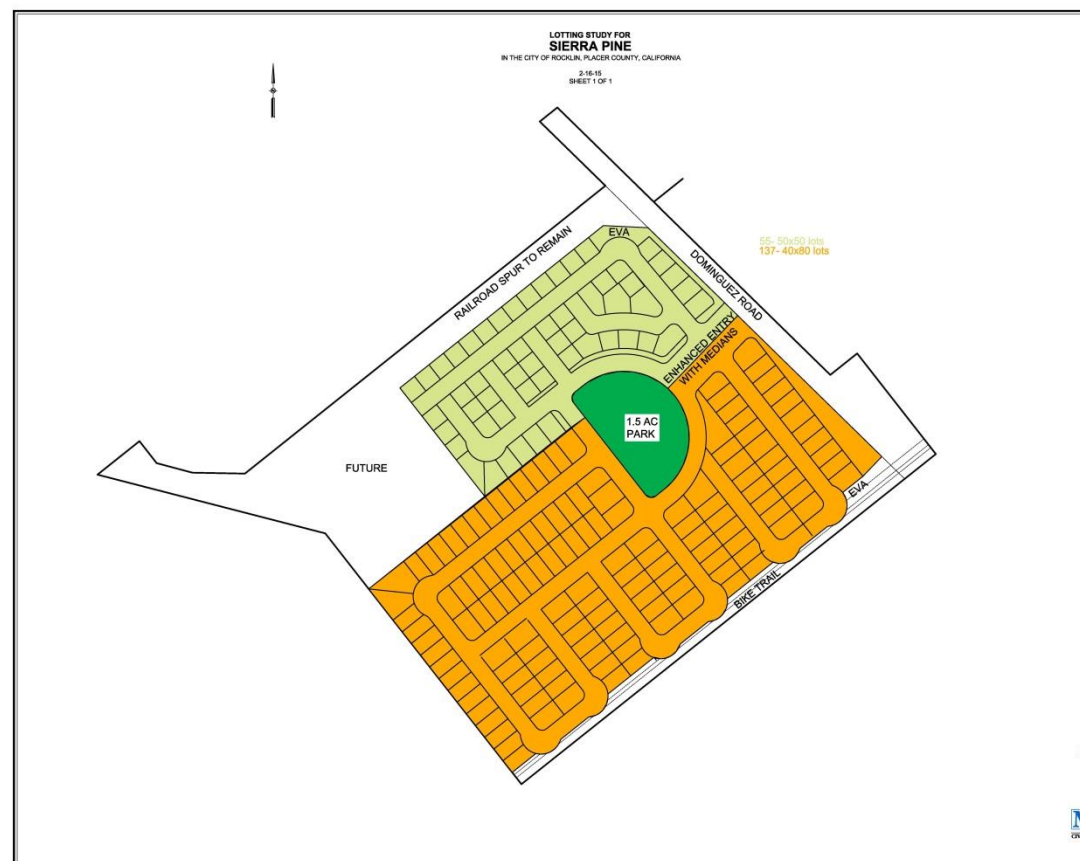


## ROCKLIN PARKS AND TRAILS MASTER PLAN



# Re-Purpose/Re-Use Projects

## Sierra Pine-Lewis Operating Corp.







# We Are Rocklin

Business  
Attraction

Business Retention

Job Development

Economic Gardening (business creation)

Incentive Programs

Business Assistance

Data & Demographics

ECONOMIC DIVERSIFICATION

Marketing

Ombudsman

Quality of Life